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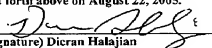
AUG 22 2005

PATENT
Serial No. 09/815,856
Amendment in Reply to Final Office Action of July 15 2005

TO THE UNITED STATES PATENT AND TRADEMARK OFFICE

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By 
(Signature) Dicran Halajian

**RESPONSE UNDER 37 CFR 1.116
EXPEDITED PROCEDURE
EXAMINING GROUP 2614**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

JOHN ZIMMERMAN

US 010094

Serial No. 09/815,856

Confirmation No. 5812

Group Art Unit: 2614

Filed: MARCH 23, 2001

Examiner: SHANNON, M. R.

Title: METHOD AND APPARATUS FOR RECOMMENDING TELEVISION
PROGRAMMING THROUGH A CELEBRITY OR USING A CELEBRITY
PROFILE

Box AF
Honorable Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER §1.116

Sir:

In response to the Final Office Action mailed July 15, 2005,
please amend the above-identified application as follows: